

COUNTY OF LOS ANGELES

MARVIN J. SOUTHARD, D.S.W.
Director

ROBIN KAY, Ph.D.
Chief Deputy Director

RODERICK SHANER, M.D.
Medical Director



BOARD OF SUPERVISORS
GLORIA MOLINA
MARK RIDLEY-THOMAS
ZEV YAROSLAVSKY
DON KNABE
MICHAEL D. ANTONOVICH

DEPARTMENT OF MENTAL HEALTH

<http://dmh.lacounty.gov>

550 S. VERMONT AVENUE, 12th FL, LOS ANGELES, CALIFORNIA 90020

Reply To: (213) 738-4601
Fax: (213) 386-1297

October 25, 2010

TO: Each Supervisor

FROM: Marvin J. Southard, D.S.W.
Director of Mental Health

SUBJECT: **PUBLIC SERVICE ANNOUNCEMENT**

This is to inform you of developments in the Department of Mental Health (DMH) Inclusion Campaign designed to address stigma and discrimination towards individuals with mental illness. One component of our Inclusion Campaign involves working with celebrities who may serve as role models to highlight the success that can be achieved with mental health care and community support.

I am pleased to report that we have enlisted Ron Artest, of the Los Angeles Lakers, to make a Public Service Announcement (PSA) on behalf of DMH. In addition, a no cost license from the National Basketball Association to use the Lakers' logo and to film the PSA at their practice facility has been secured and approved by County Counsel. Gary Foster, noted Hollywood producer of "The Soloist" and "Sleepless in Seattle," has offered to produce this PSA as well as additional announcements with the individuals represented in "The Soloist," including Los Angeles Times writer Steve Lopez, Nathaniel Ayers and Mr. Ayers' sister, Jennifer Ayers.

Please let me know if you have any questions or require additional information.

MJS:nf

c: Chief Executive Officer
County Counsel

"To Enrich Lives Through Effective And Caring Service"